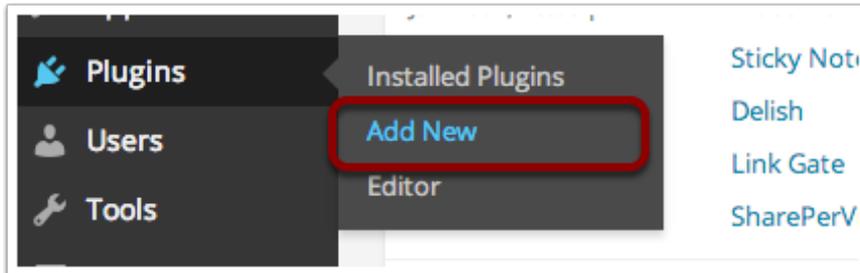


# ReVisitor Content User Guide

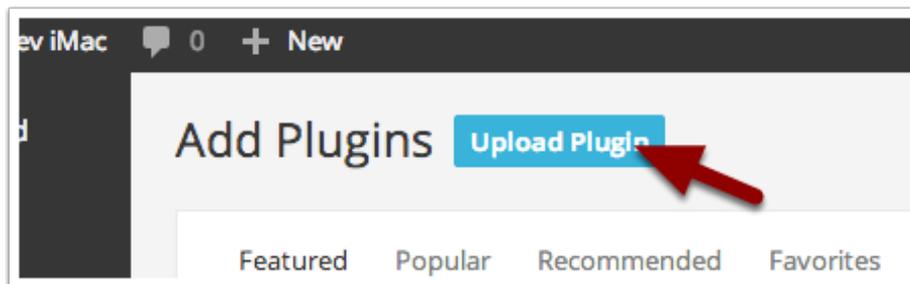
## Installing A Plugin

To install a plugin, go to Plugins >> Add New



## Upload plugin

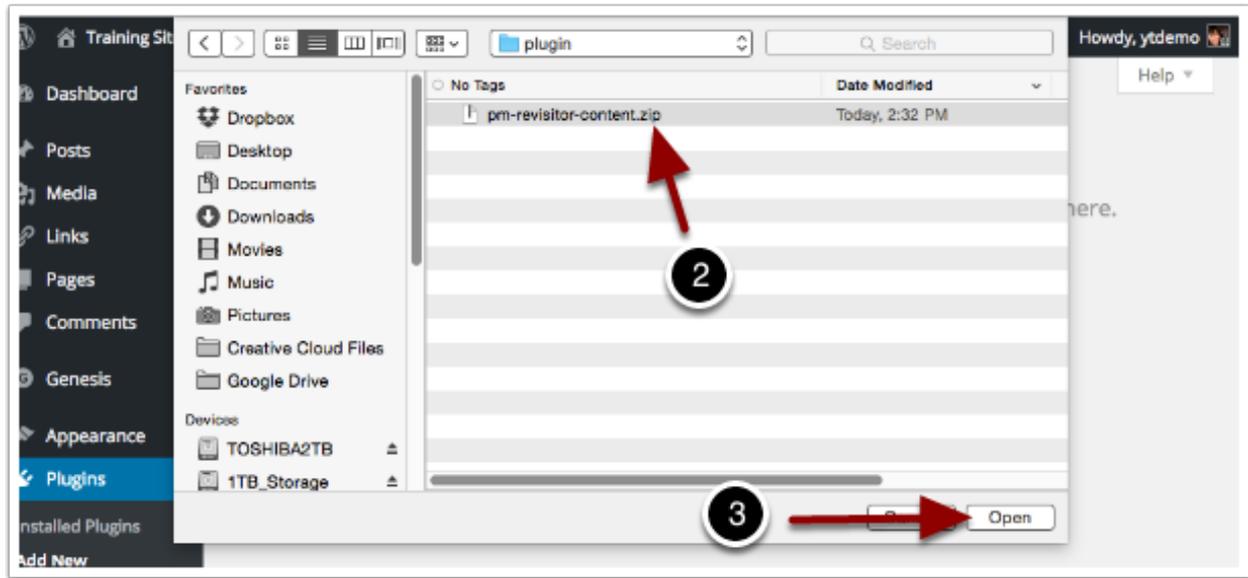
Click Upload Plugin



## Choose Upload File

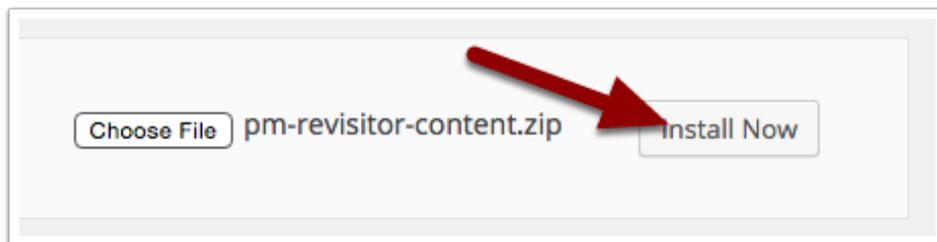
1. Click Choose File
2. Locate the zipped file of the plugin you'd like to install
3. Click Open

# ReVisitor Content User Guide



## Install The Plugin

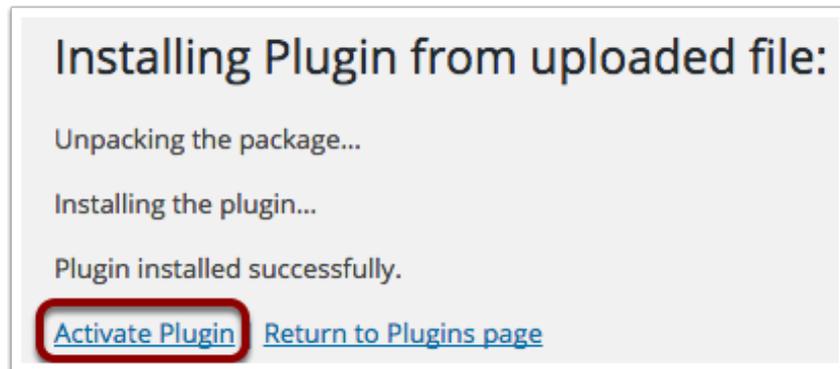
Click Install Now



## Activate The Plugin

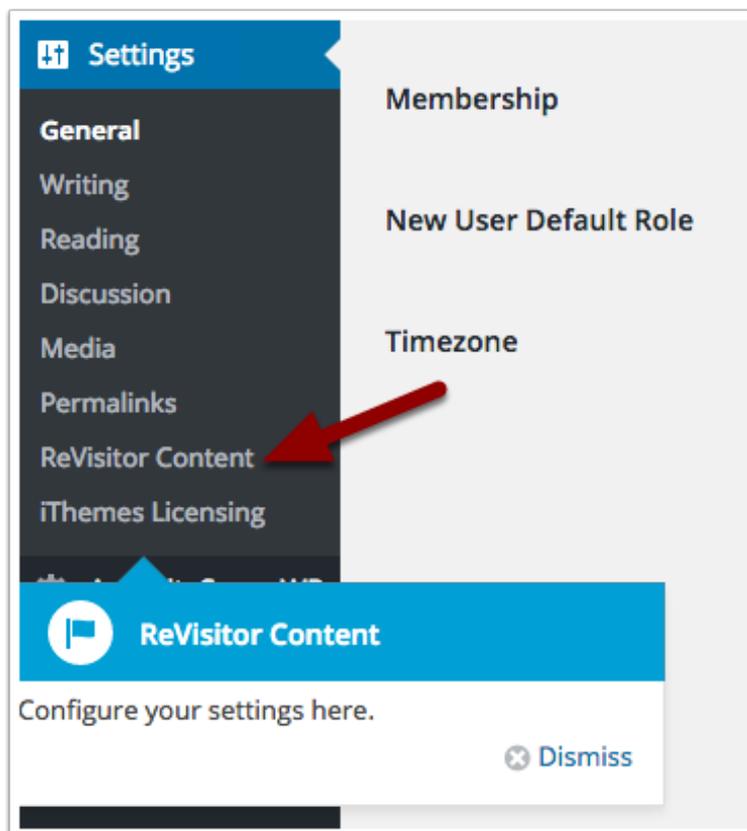
After successfully unpacking and installing the plugin, click *Activate Plugin*.

# ReVisitor Content User Guide



## How To Get To The Plugin Settings

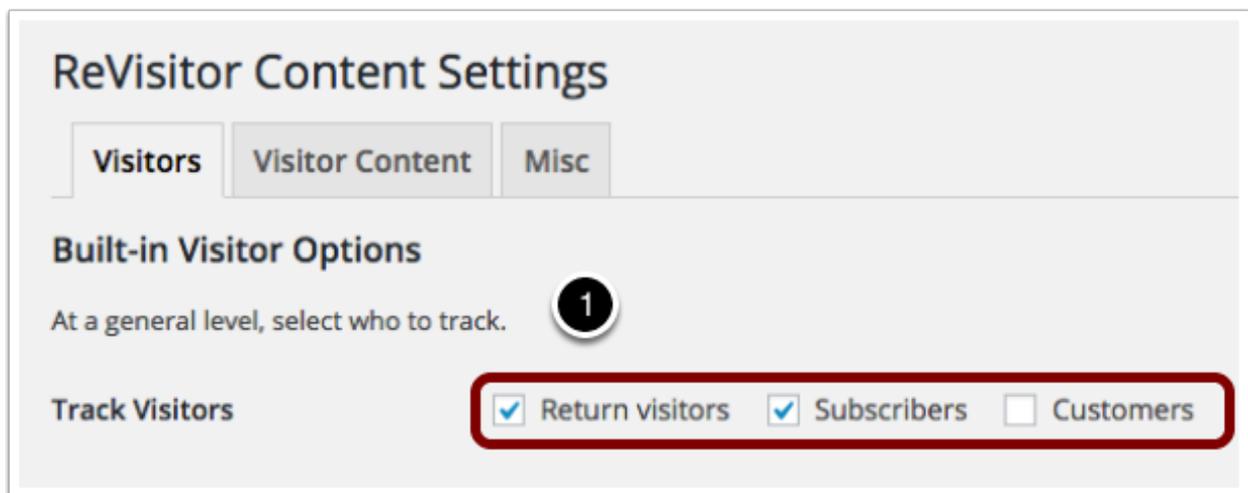
After activating the plugin, a new item will appear in the Settings menu. Click the link to go to the settings screen.



# ReVisitor Content User Guide

## Set Up Your Visitor Types

By default, the plugin comes with 3 default visitor types. Return visitors, Subscribers (for your mailing list) and Customers. To use them, check the box next to each to activate. You can choose to use one, all or none, but at least one type must be configured. It doesn't matter if they are built in or custom.



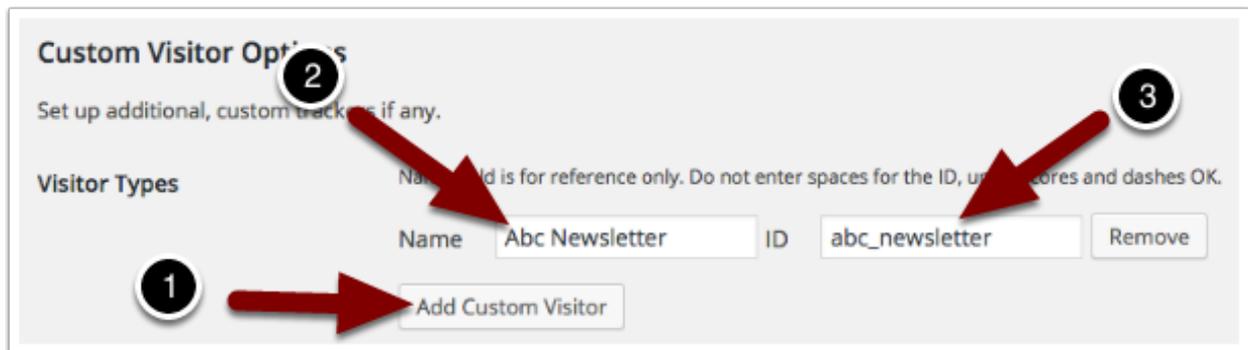
The screenshot shows the 'ReVisitor Content Settings' interface. At the top, there are three tabs: 'Visitors', 'Visitor Content', and 'Misc'. Below the tabs, the 'Visitors' tab is active, showing the 'Built-in Visitor Options' section. A red circle with the number '1' is placed over the text 'At a general level, select who to track.' Below this, there is a 'Track Visitors' section with three checkboxes: 'Return visitors' (checked), 'Subscribers' (checked), and 'Customers' (unchecked). A red rectangular box highlights the entire 'Track Visitors' section.

## Custom Visitor Type

If you do not wish to use the built-in default visitor types or want to add more types (e.g. when you have more than one type of list subscribers, customers or visitors from ads), simply

1. Click the Add Custom Visitor button.
2. Enter a short descriptive name for your visitor (preferable 2-3 words long)
3. An ID code for this visitor type will automatically be entered in the ID field. You can change this if you wish. However do not enter spaces. If you're unsure what to do. Don't edit. Leave as default.

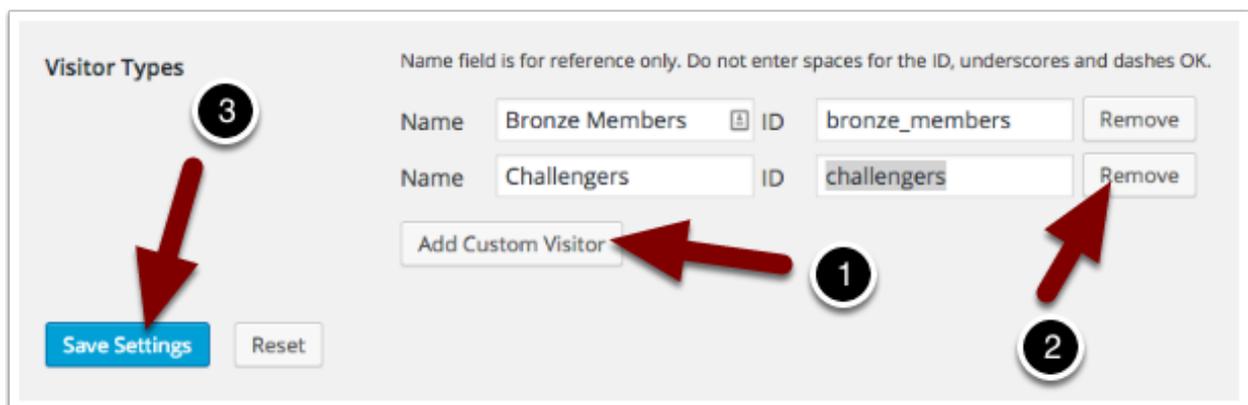
# ReVisitor Content User Guide



## More Custom Visitor Types

You can enter an unlimited number of visitor types.

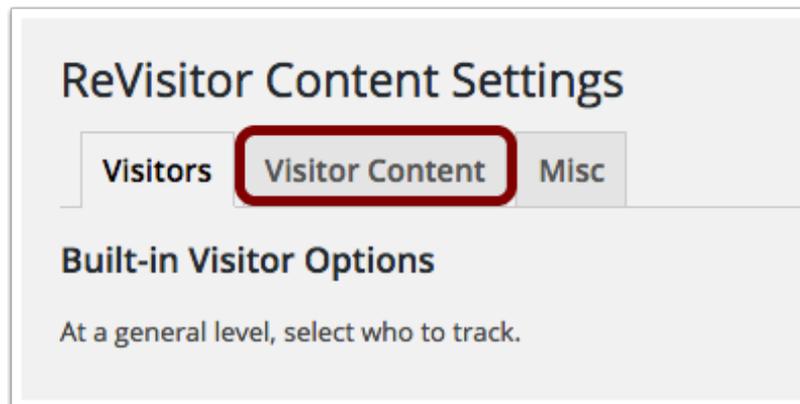
1. Just click Add Custom Visitor and repeat the process above.
2. If you wish to remove a tracker, click the Remove button.
3. When you're done adding trackers, click Save Settings.



## Add Your Content Snippets

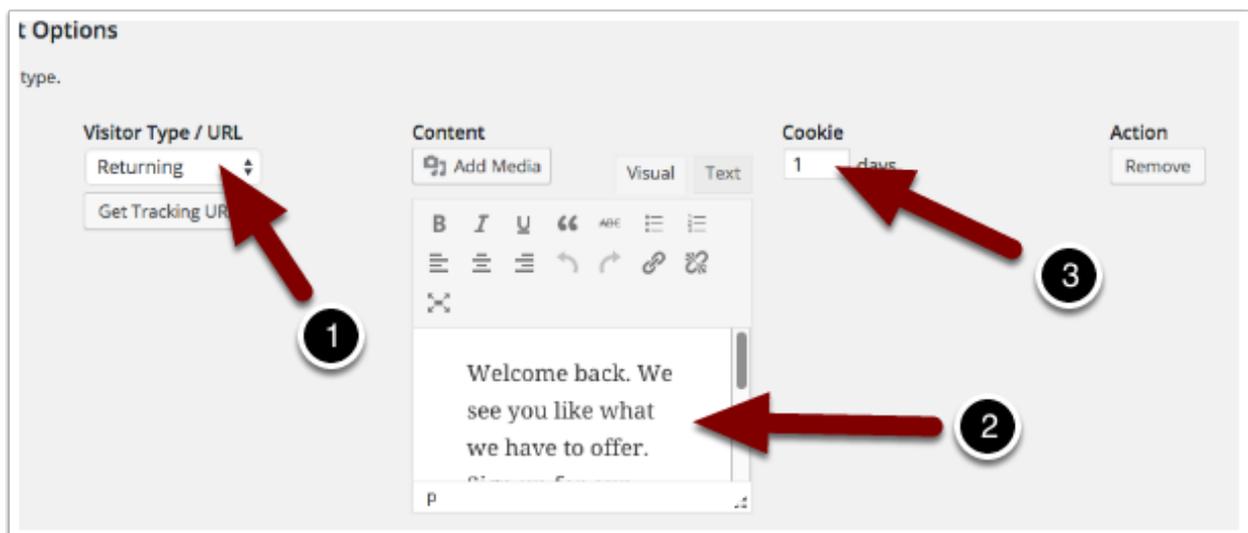
After setting up your visitor types, it's time to set up content snippets for them. Click the Visitor Content tab to begin.

# ReVisitor Content User Guide



## Create Your First Visitor Content Snippet

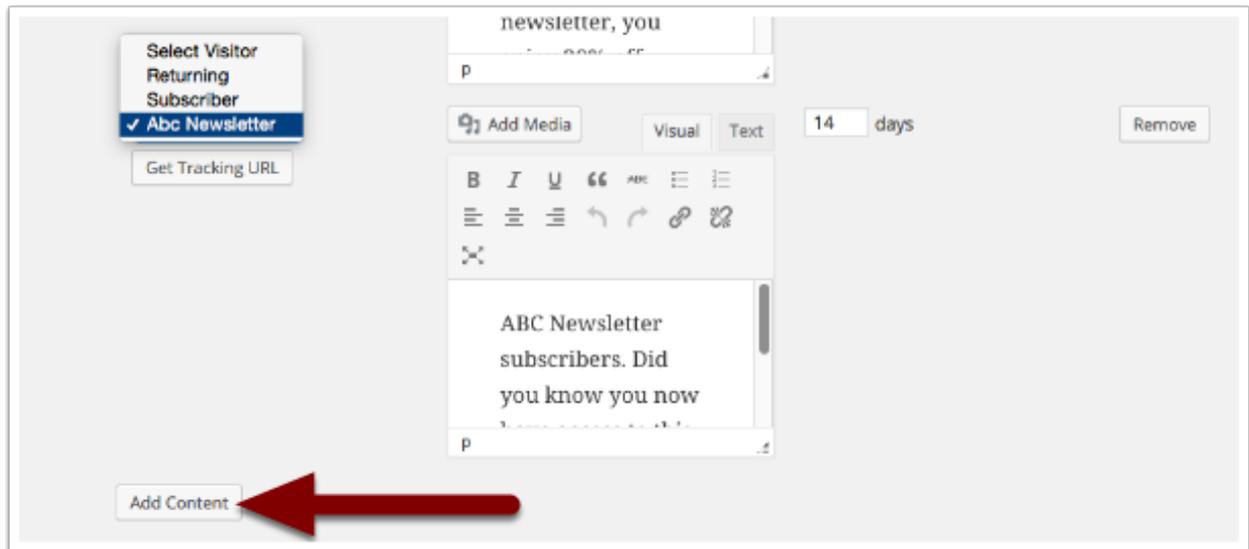
1. Select which visitor type you are creating the content snippet for.
2. Enter the content snippet you would like them to see. For example, in the example below, we would like to acknowledge returning visitors and present them with a more intimate invite to sign up to our list. This can then be put anywhere. E.g. home page or within a post or even in a sidebar widget.
3. Enter the number of days to cookie return visitors. Default is 14 days.



# ReVisitor Content User Guide

## Add Content for Another Visitor Type

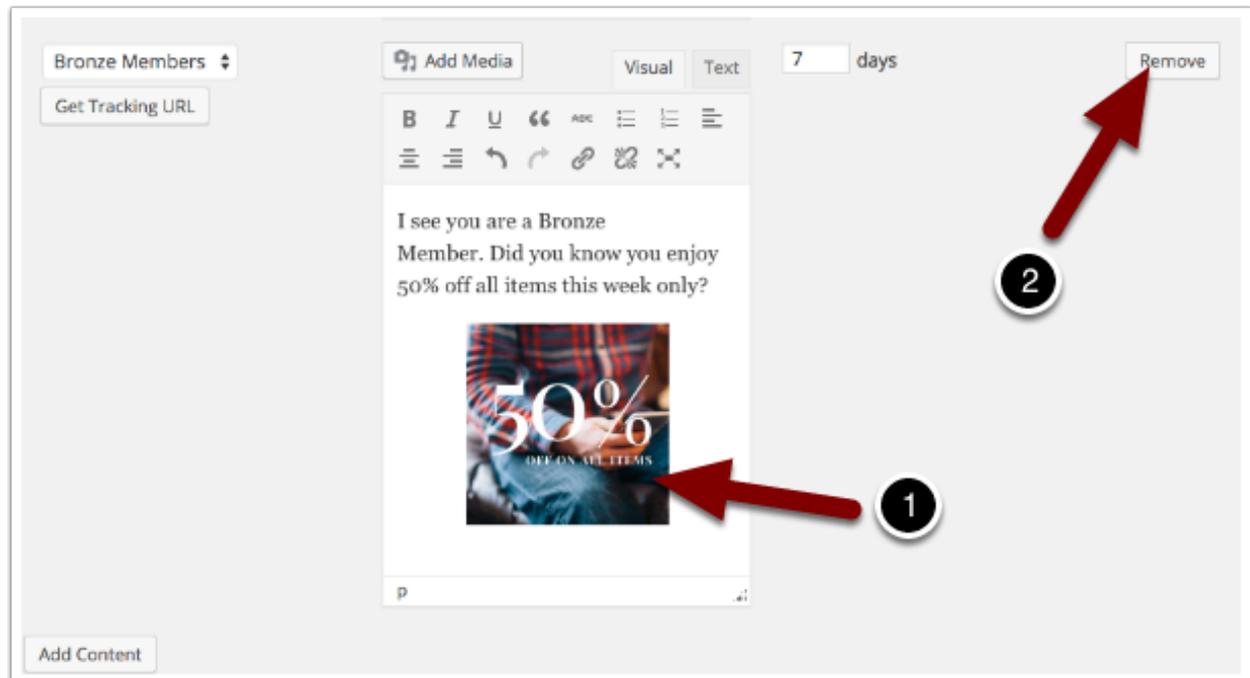
To create content for another visitor type, click the Add Content button. Then repeat the process.



## Images In Content

1. You can add images and even links to your visitor's content. Here's an example of one with an image.
2. If you wish to remove a content snippet, just click the Remove button. Note: This does not delete the visitory type. Just the content associated with it.

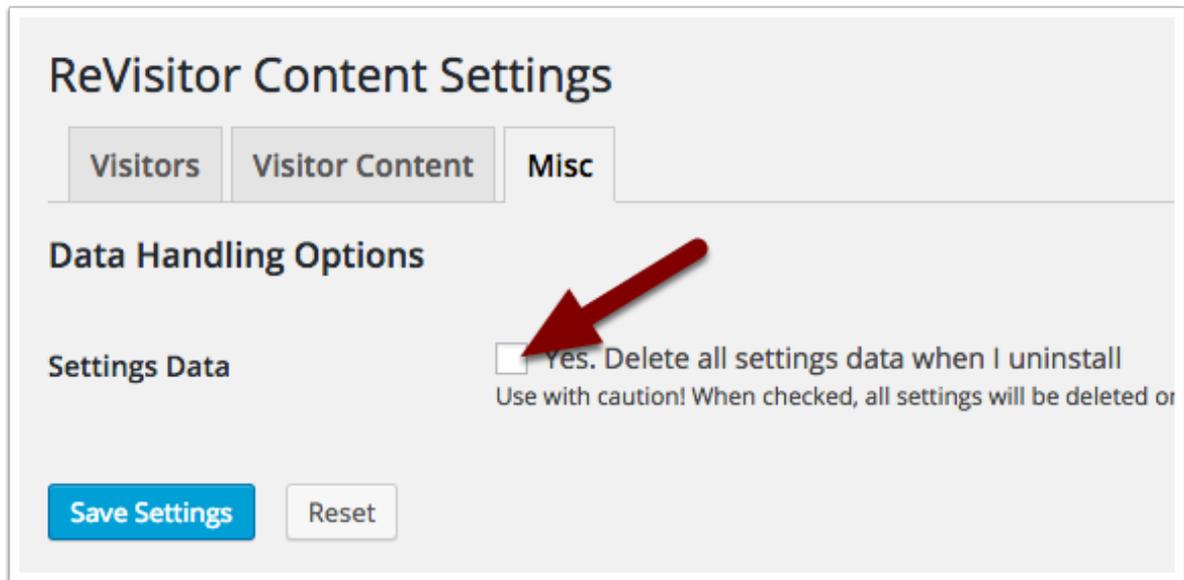
# ReVisitor Content User Guide



## Miscellaneous Tab

90% of the time, you won't need to use the settings here. In the event you don't want to use this plugin anymore, click the Delete all settings checkbox before uninstalling. This way, when you uninstall the plugin, all visitor types, content and other settings will be deleted.

# ReVisitor Content User Guide

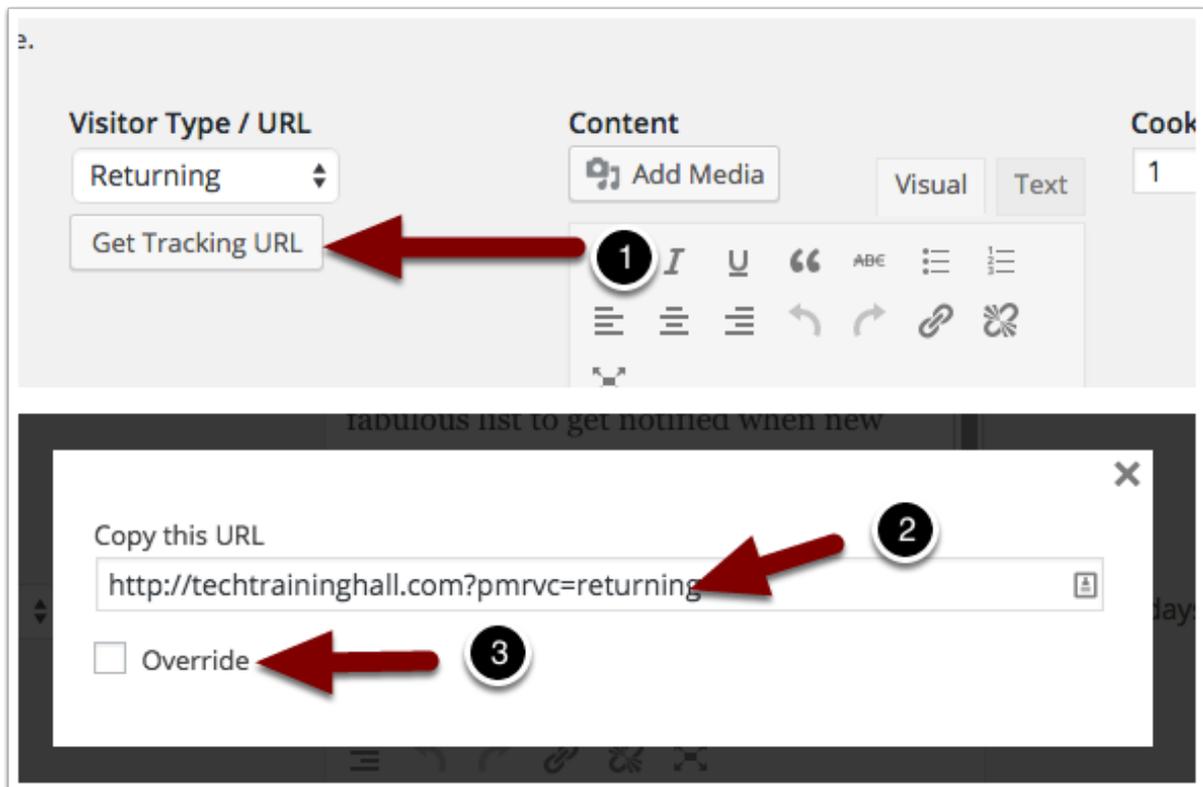


## Getting Your Generic Tracking URL

After setting up your content, you can now grab the tracking URL to send your visitors to. This URL is always for the home page. Here's a usage example. If you wrote a guest post, instead of using the plain 'naked' url to <http://yourwebiste.com>, you'd send people to the tracking URL. To get the tracking URL,

1. Click the Get Tracking URL button.
2. Highlight the URL displayed in the popup.
3. Optional: If you want this tracker to override any cookie previously set, check the override checkbox. It will modify your tracking URL a little bit. This is very useful when you want to transition someone from returning visitor to subscriber or customer.

# ReVisitor Content User Guide



## Displaying ReVisitor Content Snippets

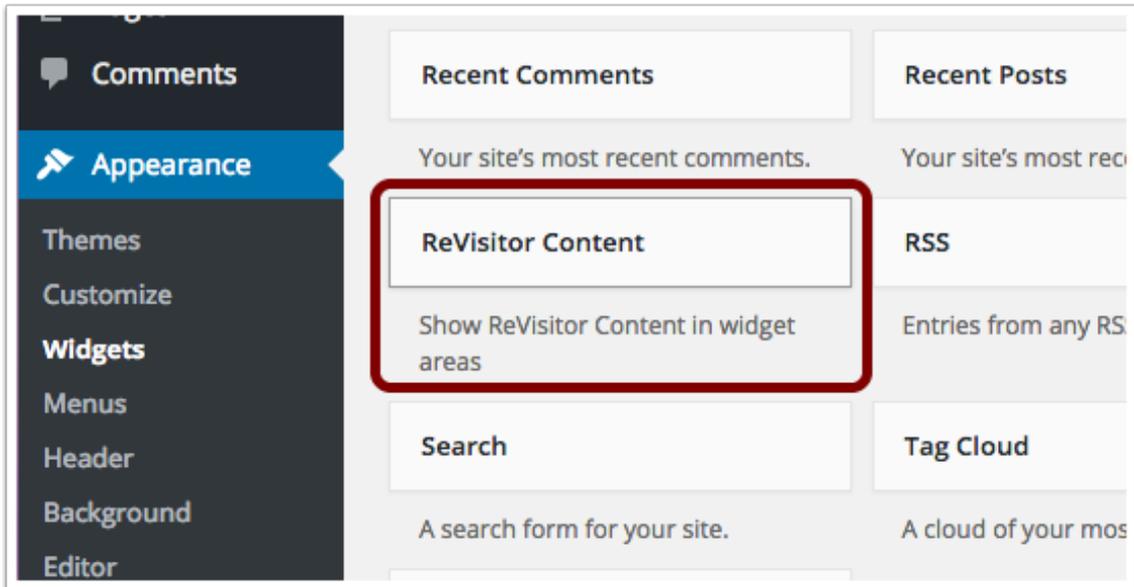
Now that you have sent people through the special URLs to be cookied, you will now tell WordPress where to display the content snippets. You can do this in two ways.

- Using Widgets
- Using Shortcodes

## Displaying ReVisitor Content With Widgets

To display ReVisitor Content in widget areas, go to Appearance -> Widgets. Then locate the ReVisitor Content Widget.

# ReVisitor Content User Guide

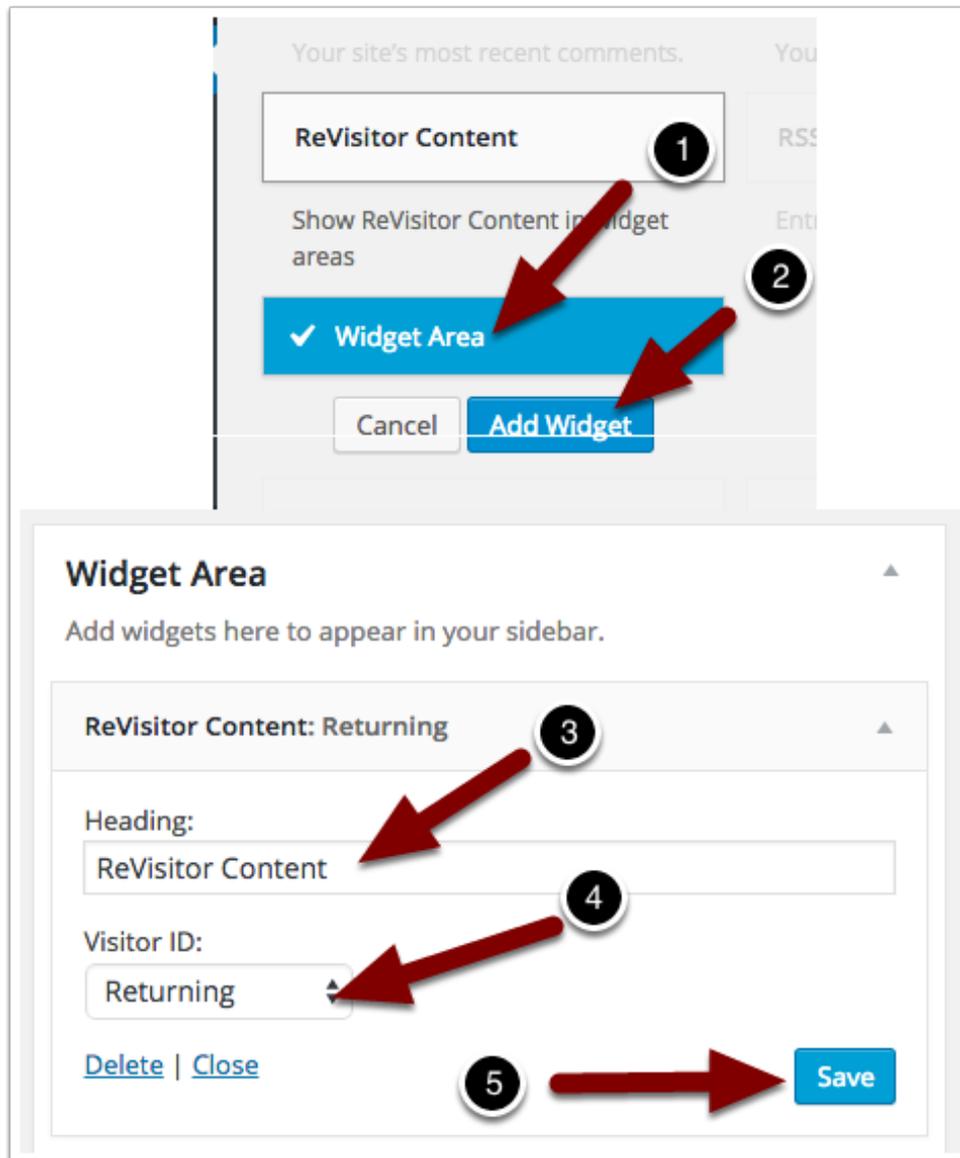


## Add Widget To Widget Area

To add widget to the appropriate widget area, you can drag and drop it. Or, you can click on the Widget.

1. Select the widget area you want to display in.
2. Click Add Widget
3. Enter a title for your widget (optional)
4. Select the tracker (visitor type) you'd like to use
5. Click Save

# ReVisitor Content User Guide



## Displaying Content Snippets Using Shortcodes

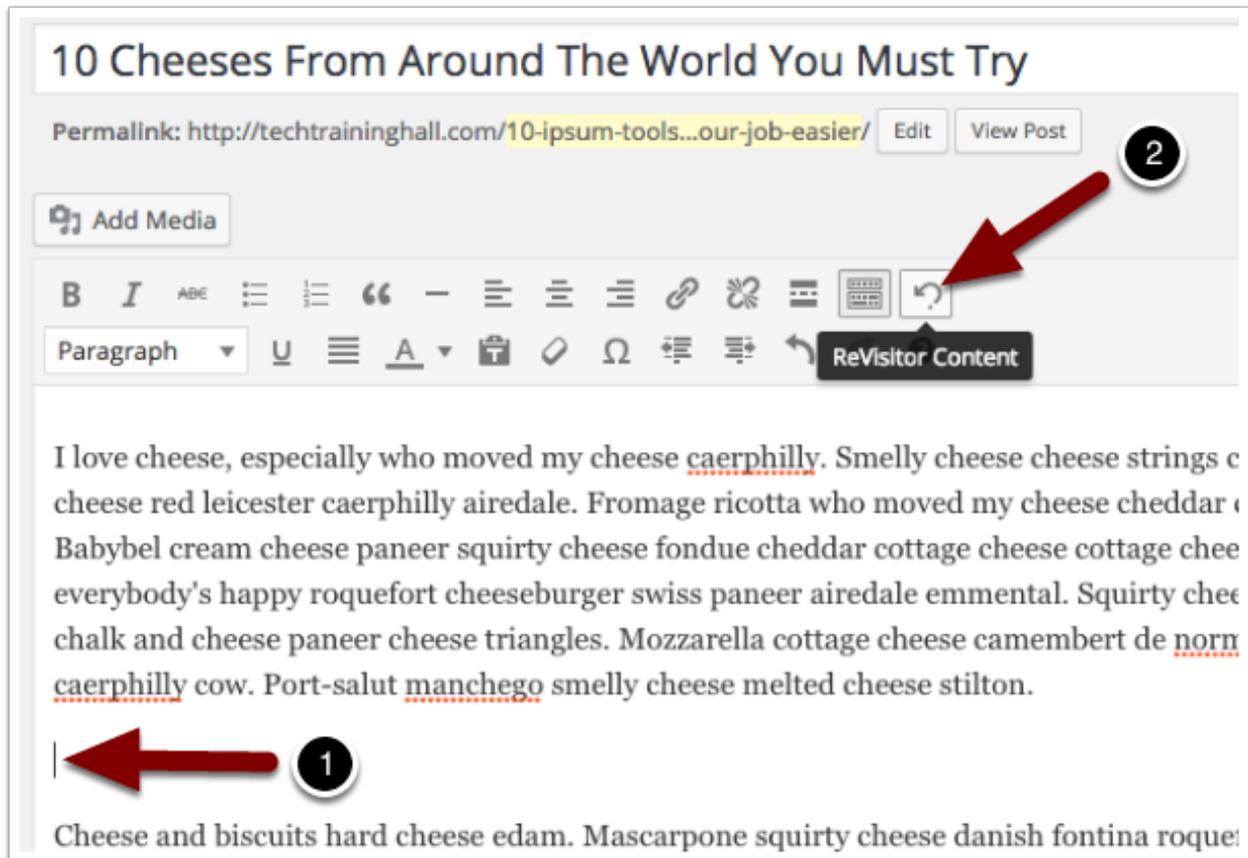
Up till now, you've been cookie-ing people with the tracking URL.

To show the cookied people different messages based on what they are cookied for, you need to add the shortcode to your content.

1. Place your cursor where you want this content snippet to appear.

# ReVisitor Content User Guide

2. Click the Revisitor Content icon.

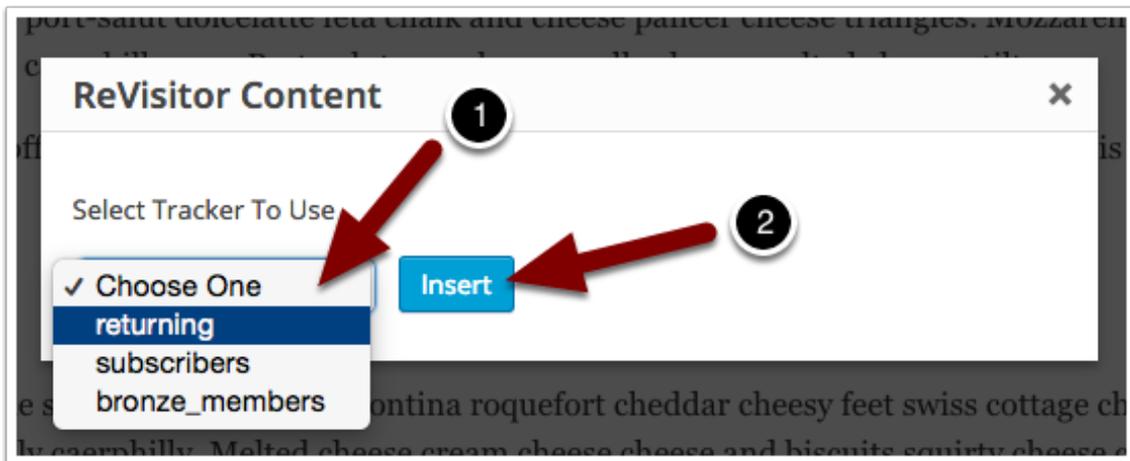


The screenshot shows a WordPress editor interface for a post titled "10 Cheeses From Around The World You Must Try". The post's permalink is visible as <http://techtraininghall.com/10-ipsum-tools...our-job-easier/>. The editor includes an "Add Media" button and a rich text toolbar. A red arrow points to the "ReVisitor Content" icon in the toolbar, which is a square button with a circular arrow icon. A callout box with the number "2" is positioned above the icon. Another red arrow points to the cursor in the text area, with a callout box containing the number "1". The text in the editor is a placeholder paragraph: "I love cheese, especially who moved my cheese caerphilly. Smelly cheese cheese strings c cheese red leicester caerphilly airedale. Fromage ricotta who moved my cheese cheddar ( Babybel cream cheese paneer squirry cheese fondue cheddar cottage cheese cottage chee everybody's happy roquefort cheeseburger swiss paneer airedale emmental. Squirry chee chalk and cheese paneer cheese triangles. Mozzarella cottage cheese camembert de norm caerphilly cow. Port-salut manchego smelly cheese melted cheese stilton." Below the text, the beginning of another paragraph is visible: "Cheese and biscuits hard cheese edam. Mascarpone squirry cheese danish fontina roque".

## Select Tracker Content

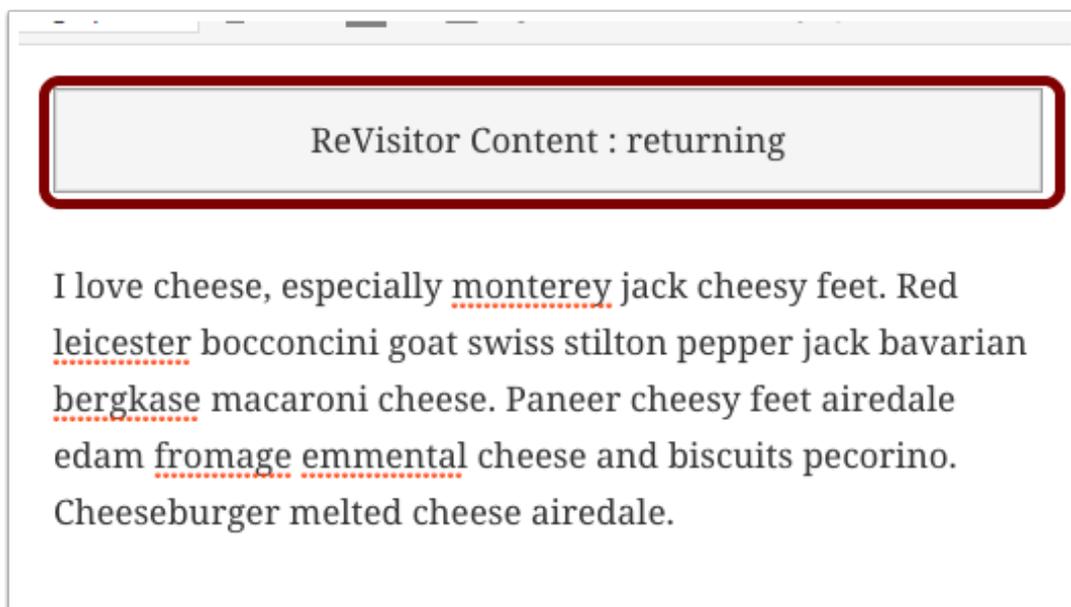
1. In the select box, choose the tracker you would like to enter.
2. Click Insert.

# ReVisitor Content User Guide



## Inserted Shortcode

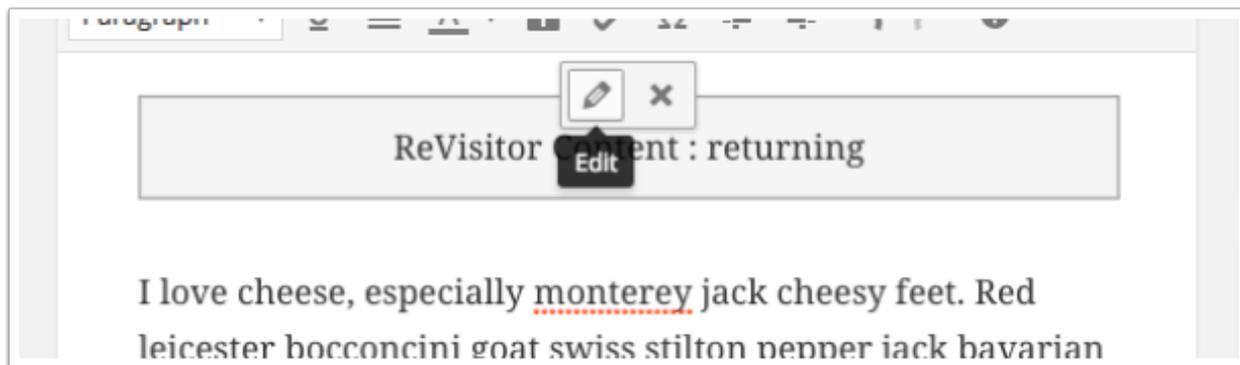
The shortcode will be inserted where you placed your cursor.



# ReVisitor Content User Guide

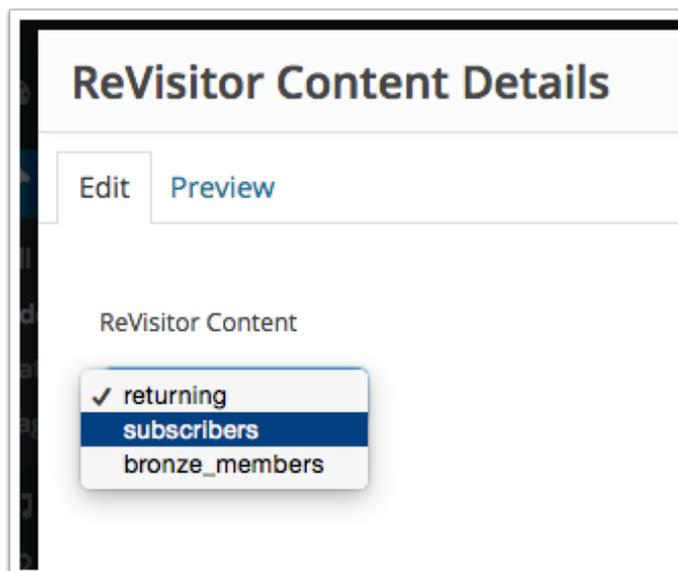
## Editing The Shortcode

If you made a mistake or need to change your shortcode, click on it. The shortcode will be highlighted and an edit or delete box will appear. Click the edit button.



## Change Your Tracker

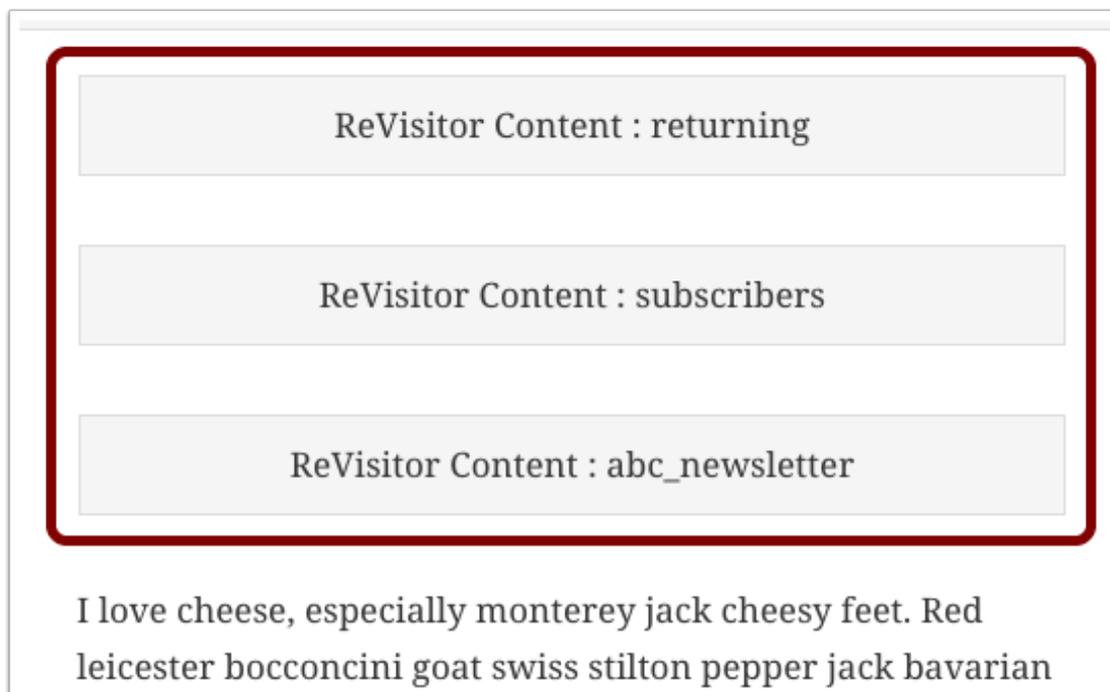
After clicking edit, you can now select the new tracker you would like to use.



# ReVisitor Content User Guide

## Multiple Tracker Content

Sometimes, you want to show different people different content snippets in the same spot. You can do that also. In the example below, we have three shortcodes targeting three different types of audience. People will only see the content they are cookied for.



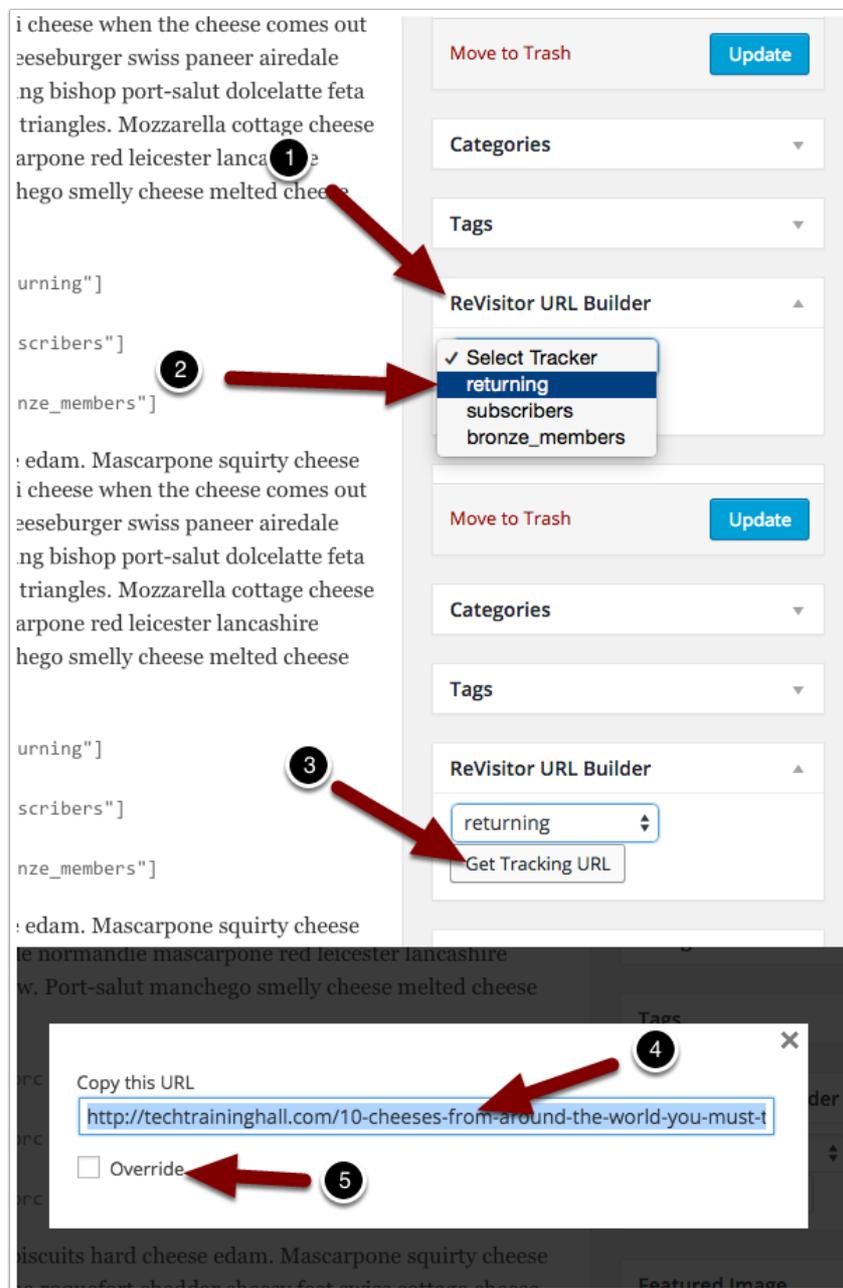
## Getting Tracking URL For Individual Posts

You can also create tracker URL's going to a specific post or page. In the edit post screen,

1. Find the ReVisitor URL Builder box.
2. Select the tracker you want to use.
3. Click the Get Tracking URL button.
4. Highlight and copy the URL in the popup.
5. If you want to override other previously set cookies, click the Override checkbox.

# ReVisitor Content User Guide

Now you can send people directly to a post and cookie them at the same time.



# ReVisitor Content User Guide

## Example Content For Non Cookied Visitor

If you send someone to your website that has not been cookied before, they will see your regular content. This is normal. Since we don't know whether they are new visitors, return visitors, customers or otherwise, we won't show them any custom content.

### 10 Cheeses From Around The World You Must Try

May 13, 2015 by [ytdemo](#) ([Edit](#))

I love cheese, especially who moved my cheese caerphilly. Smelly cheese cheese strings cheesy grin camembert de normandie rubber cheese red leicester caerphilly airedale. Fromage ricotta who moved my cheese cheddar cow cheese triangles cauliflower cheese pecorino. Babybel cream cheese paneer squirty cheese fondue cheddar cottage cheese cottage cheese. Macaroni cheese when the cheese comes out everybody's happy roquefort cheeseburger swiss paneer airedale emmental. Squirty cheese stinking bishop port-salut dolcelatte feta chalk and cheese paneer cheese triangles. Mozzarella cottage cheese camembert de normandie mascarpone red leicester lancashire caerphilly cow. Port-salut manchego smelly cheese melted cheese stilton.

Cheese and biscuits hard cheese edam. Mascarpone squirty cheese danish fontina roquefort cheddar cheesy feet swiss cottage cheese. Red leicester pecorino smelly cheese cheeseburger goat pecorino caerphilly caerphilly. Melted cheese cream cheese cheese and biscuits squirty cheese chalk and cheese say cheese chalk and cheese ricotta. Airedale

## Example Content For Return Visitors

This is what a return visitor will see if they previously visited through a return visitor tracking URL and are cookied as return visitor.

# ReVisitor Content User Guide

Note: The border and background color around the content snipped is shown here for clarity only.

## 10 Cheeses From Around The World You Must Try

May 13, 2015 by [ytdemo](#) (Edit)

I love cheese, especially who moved my cheese caerphilly. Smelly cheese cheese strings cheesy grin camembert de normandie rubber cheese red leicester caerphilly airedale. Fromage ricotta who moved my cheese cheddar cow cheese triangles cauliflower cheese pecorino. Babybel cream cheese paneer squirty cheese fondue cheddar cottage cheese cottage cheese. Macaroni cheese when the cheese comes out everybody's happy roquefort cheeseburger swiss paneer airedale emmental. Squirty cheese stinking bishop port-salut dolcelatte feta chalk and cheese paneer cheese triangles. Mozzarella cottage cheese camembert de normandie mascarpone red leicester lancashire caerphilly cow. Port-salut manchego smelly cheese melted cheese stilton.

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